

September 17, 2010
10:00 A.M.
Newport, Oregon

CALL TO ORDER

Chair Bain called the meeting to order at 10:00 A.M. In attendance were: Bill Bain, Gene Cossey, Jim Voetberg, Penelope McCarthy, and Peggy Hawker from the City of Newport, Jack Crider, Larry Pfund, John Overholser, and Jack Bland (via telephone) from the Port of Astoria, and Rob McKinney, Claire James, and John Lansing (via telephone) from SeaPort Airlines.

ADDITIONS/DELETIONS AND APPROVAL OF AGENDA

Cossey reported that the city would add an item regarding a request for funding.

APPROVAL OF MINUTES - AUGUST 20, 2010

There were no changes and the minutes stood as presented.

REQUEST FOR FUNDING

MOTION was made by Cossey, seconded by Bain, that the Air Service Consortium authorize expenditures of at least one week's worth of subsidy money for a local "Fly Newport" marketing campaign for the City of Newport.

MOTION was amended by Cossey, seconded by Bain, that the Air Service Consortium authorize two week's worth of subsidy, one for each community, to be used for local "fly their airport" campaign, and that the programs are operated independently.

MOTION was further amended by Cossey, seconded by Bain, that Newport and Astoria be allowed to use \$40,000 each from the ConnectOregon II grant to start and activate a "Fly Newport" and a "Fly Astoria" local marketing campaign.

MOTION was further amended by Cossey, seconded by Bain, to include that this is a recommendation to the governing bodies, and subject to the notion that it can be accomplished contractually.

The motion, with all amendments incorporated, reads: The Air Service Consortium recommends to the City Council of the City of Newport and the Port Commission of the Port of Astoria, that Newport and Astoria be allowed to use \$40,000 each from the ConnectOregon II grant to start and activate a "Fly Newport" and a "Fly Astoria" local marketing campaign, subject to the notion that it can be accomplished contractually.

McKinney noted that shaving money off the end of the agreement would reduce SeaPort's obligation.

All motions and amendments were approved by the Consortium in a roll call vote.

MARKETING AND SURVEY UPDATE

James reviewed the marketing report that was submitted to the Consortium. She noted that open houses will be held in Astoria and Newport to unveil the Caravan. She reviewed the first-time flyer promotion; online travel agency/meta-search engine update; social media; weblog; website; community non-profit and small business partnership program; local winery and brewery partnerships; frequent flyer program; hotel co-op partnerships; regional co-op marketing; outdoor advertising; passenger survey card; referral program; print ads; other media placement; SeaPort Magazine; efforts with PDX marketing experts and other local partners; use of annual events in promotional materials; and contacts.

INTERLINE TICKETING AND BAGGAGE AGREEMENT STATUS

McKinney reported that interline ticketing is only available if a traditional travel agent is used. He noted that the employee who was dedicated to obtaining agreements with other airlines has left, and that he is personally talking with other airlines regarding these agreements.

McKinney reported that the baggage agreement is limited by Port of Portland technology. He noted that the Port is adding new belts, and the installation should be completed by March, but until that time, passengers will be required to deposit their bags at the PDX terminal.

UPDATE ON ON-LINE TRAVEL AGENCY TICKETING CAPABILITIES

McKinney reported that an additional \$80,000 was required to increase the type A messaging for Orbitz, and that this is underway, and in addition to the hundreds of thousands of dollars already invested toward this effort.

USE OF CESSNA CARAVAN - STATUS REPORT

It was reported that the Cessna Caravan is in use; pilot training is scheduled next week, and frequency should be increased. Delay in pilot training due to staffing issues. SeaPort logo to be added next week, and should see it almost full-time within the next week. Cossey thanked McKinney for his efforts to bring the Caravan on-line.

COMMENTS

Bain updated the Consortium on the potential use of SeaPort by the NOAA staff, and suggested that ease of booking is critical for NOAA and other folks in both communities.

ESTABLISH NEXT MEETING DATE

The next meeting will be held on Friday, October 15, 2010, at 10:00 A.M.

ADJOURNMENT

Having no further business, the meeting adjourned at 11:00 A.M.